



# **FREEDOM** *to* **CHOOSE** *how* *to* **REUSE**

*Your Guide To:*

- *Garage Sales*
- *Selling Electronically*
- *Donating*



*City of Sunnyvale  
Department of Public Works  
Recycling Program  
(408) 730-7262*

## *Table of Contents*

*Introduction..... 2*

*Garage Sales..... 3*

*Selling Electronically..... 6*

*Donating..... 7*

*Recycling..... 9*

# FREEDOM *to* CHOOSE *how to* REUSE

Resources to make it easy for you to circulate your unwanted household goods to others who want them!

There are many paths to reusing resources. Choose the path that's right for you. Choose one path now, another later. Or, combine paths. The choice is yours!



## *Do you...?*

- Want to sell a lot of items on a single day or weekend?
- Prefer to meet your buyers where your stuff is?
- Like to organize events?
- Work or socialize with your neighbors?
- Like to create an atmosphere of fun?
- Need to raise cash quickly for special needs or your favorite club?

## *Then...*

- Holding a garage sale is the choice for you. See the **Garage Sale** section.



## *Do you...?*

- Like to shop electronically?
- Like the convenience of using your computer to connect with others?
- Like to sell an occasional item?
- Like to sell many items and make your wares available to large number of "electronic" shoppers?

## *Then...*

- Holding an electronic sale is the path for you. See **Selling Electronically**.



## *Do you...?*

- Enjoy donating your items to others?
- Put a high value on your "free" time?
- Feel good when you give your stuff away?
- Like the convenience of agencies picking up your stuff?
- Itemize deductions and primarily want the tax advantage?

## *Then...*

- Donating is for you. See **Donations**.

# *Tips for a Successful Garage Sale*

Whether you're a "first-timer," an experienced "garage seller," or part of an organization raising funds, these tips will help you bring success to your door.

- 1) Decide if you want to hold your sale solo or have a block event. Group sales are fun — join with neighbors and friends.
- 2) Pick your own date or join others on Garage Sale Day. No matter what day you select, you do not need to register with the City of Sunnyvale.
- 3) Promote your sale! Advertise online, in the newspaper, and with signs in the neighborhood (see below). Choose a combination that is right for you.
- 4) Explore these resources provided to make the most of your event.
- 5) Visit the City's web site at [www.sunnyvalerecycles.org](http://www.sunnyvalerecycles.org) for additional information about having a sale.

## *Advertise & Promote Your Event*

Getting the word out about your garage sale is one key to a successful event!

Options include online advertising of your event, classified print/newspaper ads, signs to guide buyers to your location, flyers posted on local bulletin boards (libraries, college campuses, grocery stores, etc.), and more.

Your place of business may have an intranet with posting options. Explore your creativity!

### *Online Advertising*

Some websites offer no-cost or low-cost advertising for garage sales. Several of these sites are listed below, but you may find others by doing your own searches. Have fun!

Post your sales event online at:

- [www.thepennysaver.com](http://www.thepennysaver.com) - advertise your garage sale, sell items in the paper or online. Includes mapped addresses.
- [www.craigslist.org](http://www.craigslist.org) - advertise your sale, sell items online, locate other sellers to hold a group event
- [www.garagesale.nearu.com/](http://www.garagesale.nearu.com/) - advertise your garage sale online (free up to 30 days before the sale)
- [www.g-sale.com](http://www.g-sale.com) - advertise your garage sale with a free listing
- [www.yardsalesearch.com](http://www.yardsalesearch.com) - advertise your garage sale free online
- [www.recycler.com/](http://www.recycler.com/) - advertise your items or sale free online
- [www.luv2bid.fn.net/](http://www.luv2bid.fn.net/) - advertise events or items online
- [www.garagesalehunter.com/index.asp](http://www.garagesalehunter.com/index.asp) - advertise your garage sale, browse tips and resources



# Newspaper Advertising

Low-cost ads in local papers can guide buyers to your location — utilize them as your budget allows.

Check deadlines in advance; some papers (weekly publications, for example) may need your ad at least a week before the event.

Make sure your ad includes:

- All dates and hours of the sale
- Specifics about items you're selling
- Location of the sale
- Any information that can help to set your sale apart

**HUGE 5-FAMILY SALE!**  
Furniture, baseball cards,  
antique sewing mach.  
June 14, 8 am-5 pm.  
1234 Garage Sale Way,  
Sunnyvale.

Some local publications include:

**Sunnyvale Sun** - Offers a special rate for Sunnyvale residents holding a sale on Garage Sale Day. Standard garage sale/classified ads include 12 words and appear in all Silicon Valley newspapers – *The Los Gatos Weekly Times*, *Saratoga News*, *Cupertino Courier*, *Sunnyvale Sun*, *Willow Glen Resident*, *Campbell Reporter*, and online at [www.svcn.com](http://www.svcn.com). This resource has a combined total readership of 262,500. Call (408) 200-1025 or go online at [www.svcn.com/class-place.html](http://www.svcn.com/class-place.html) to place an ad.

**The PennySaver** - Offers a discount to Sunnyvale residents holding a sale on Garage Sale Day—just mention that when placing your ad. Standard ads include 16 words, run for one week in 10 distribution areas closest to your zip code with a readership of about 559,000. You may place your ad online (no charge) at [www.thepennysaver.com](http://www.thepennysaver.com), or call (800) 675-7355 for more information.

**San Jose Mercury News** - Garage sale ads offer 4 lines, run for 3 days prior to your sale, with a readership of about 825,000. Call (408) 920-5111 or (800) 287-7878 to place an ad or go online: [www.bayarea.com](http://www.bayarea.com)

## Garage Sale Signs

- Use bold writing
- Add arrows to provide direction
- Respect the local City sign ordinances without cluttering the streets and neighborhood
  - Garage sale signs are allowed in the City of Sunnyvale provided that signs are located on the site of the event advertised
  - To provide safe visibility for drivers and pedestrians, signs located on a corner lot cannot exceed 3 feet in height
- **Coldwell Banker Real Estate** delivers signs free of charge to garage sale participants. To request a sign, call (408) 616-2737 (March through May) or (408) 616-2628 (May to Feb.) and leave your name, phone number and address, or email [jeandavis@pacbell.net](mailto:jeandavis@pacbell.net).
- Check out these online sign resources for free downloadable/printable signs
  - [www.yardsalesearch.com/signs/](http://www.yardsalesearch.com/signs/)
  - [www.garagesalehunter.com/flyers/FLYERS.ASP](http://www.garagesalehunter.com/flyers/FLYERS.ASP)
- Please remove ALL signs when the event is over



# Preparation & Sales Tips

## What To Sell

- Furniture in general, especially dressers, bookcases and tables
- Nostalgia items — these sell well, display them prominently
- Antiques
- Appliances, tools, garden equipment labeled “working” or “needs repair”
- Clothing
- Baby items
- Toys and games
- Sporting goods
- Plants
- Anything that still has usability and value

## How To Price

- Use price tags for all items
- Garage sales are for bargain hunters; price accordingly
- Higher prices are reasonable for brand new items and antiques
- When in doubt, check online pricing guides or auctions to see how similar items are priced
- Consider regrouping items or reducing prices on items that are not moving
- Be prepared to consider offers

## How To Set It Up

- Select and prepare articles for sale in advance
  - Group related items
  - Clean items will sell better; remove dust or mold, wash clothing, etc.
  - Hang clothing if possible
- Set up convenient, attractive displays so shoppers can easily find merchandise
- Choose a highly visible location, such as your yard or driveway
- Provide a mirror for people trying on clothing or jewelry
- Provide a power source (extension cord) for testing appliances and power tools
- Have a central place to pay, and sufficient change
- Make receipts available if requested
- Have bags available (grocery bags)
- Remember the rules of conduct used by successful retailers — courtesy, friendliness, fair dealings and willingness to offer service

## Online Resources

Many websites offer tips and resources for holding a garage sale, yard sale or group fundraising event. Here are a few:

- [www.yardsalesupplies.com](http://www.yardsalesupplies.com) - extensive tips for before, during and after the sale, plus free and for-purchase yard sale supplies
- [www.garagesalehunter.com/TIPS/TIPS.ASP](http://www.garagesalehunter.com/TIPS/TIPS.ASP) - browse tips and resources
- [www.yardsalesearch.com/tips.shtm](http://www.yardsalesearch.com/tips.shtm)
- [www.reducewaste.org/garagesale](http://www.reducewaste.org/garagesale) - County of Santa Clara Recycling Department's tips for holding successful garage sales
- [www.infostuff.com/pat/garage\\_sale\\_tips.htm](http://www.infostuff.com/pat/garage_sale_tips.htm) - basic tips to prepare for and hold a sale
- [www.luv2bid.com/articles/GarageSaleTips.htm](http://www.luv2bid.com/articles/GarageSaleTips.htm) - a review of tips offered online and links to those sites
- [www.ifg-inc.com/Consumer\\_Reports/GarageSale.shtml](http://www.ifg-inc.com/Consumer_Reports/GarageSale.shtml) - ideas for selecting items to sell, pricing, and more

# *Selling Electronically*

If you like to sell an occasional item, enjoy shopping on-line, or handle your life electronically whenever possible, try these resources to keep your "unwants" on the move!

Also, remember to visit these resources the next time you're looking to buy something online. It's a great way to keep the reuse cycle going!

Here are a few of the websites available to sell your used goods:

- [www.garageplanet.com](http://www.garageplanet.com) - sell your items online, use pictures, 30 days free
- [www.eBay.com](http://www.eBay.com) - auction your items online
- [www.craigslist.org](http://www.craigslist.org) - sell items online, find local garage sales and fundraising sales events
- [www.replacements.com](http://www.replacements.com) - buy or sell replacement items for china sets, silver patterns and the like
- [www.thepennysaver.com](http://www.thepennysaver.com) - sell items in the paper or online
- [www.recycler.com/](http://www.recycler.com/) - advertise your items free online
- [www.luv2bid.fn.net/](http://www.luv2bid.fn.net/) - advertise events or items online
- [www.yahoo.com](http://www.yahoo.com) - Sunnyvale-based website with classified section and online auction

Some on-line auction or bulletin board-type sites require photos of your items. For tips to enhance your ads with photos, see these sites:

- [www.kodak.com](http://www.kodak.com)
- [www.kinkos.com](http://www.kinkos.com)

For specialty items and collectibles, search online using key words to locate buy, sell and trade websites for your particular specialty.

If you don't have a computer or Internet access at your home, visit your local library — the Internet is for everyone!



# *Donating*

## *Turn Unwanted Items Into Cash— The Really Easy Way—Donate!*



If there's still life left in your used goods or clothing, donate them and reap the rewards. You can save money on your income taxes because the value of donated items can be itemized as deductions on your tax returns. Whether you've held a garage sale and have a few prizes left over, or would rather just help others, when you donate, everybody wins.

### *Donation Considerations & Valuations*

Here are a few things to keep in mind as you donate:

- You must itemize your deduction (use Schedule A) if you want to claim a deduction for donations to a charitable organization.
- The charitable organization you donate to must be qualified to receive tax-deductible contributions.
- Keep a record (ask for a receipt)! You need proof of your donation if you plan to deduct your donations on your tax return.
- You can deduct the fair-market-value of any item you donate. The IRS defines “fair-market-value” as “the price that would be agreed upon between a willing buyer and a willing seller, with neither being required to act, and both having reasonable knowledge of the relevant facts.” In other words, deduct the price you would get if you sold the item to a willing and informed buyer.

### *Some considerations in valuation are:*

#### **Age**

- How old is the item?
- Is it an “antique,” nearly new?

#### **Quality**

- Is it a name brand?
- When it was new, was it considered “top of the line,” average quality, or generic quality?

#### **Condition**

- Does it exhibit visible wear?
- Is it in operable condition or is it in need of repair?
- Is it torn, stained, chipped or scratched?
- Has it never been worn, is it barely used, or has it already given most of its life?

Remember, you can donate anything that is usable, including appliances, furniture, clothing, toys and games, books, even cars and boats.



# Record Keeping Sample

The chart below is an example of how your records for charitable donation may be kept:

MEN'S CLOTHING				
Item Description	Quantity Good Condition	Quantity Fair Condition	Quantity Poor Condition	Extended Total
OUTERWEAR				
Dress Winter Coats				
Wool	<u>1</u> \$80.00	<u>   </u> \$40.00	<u>   </u> \$12.00	<i>\$80.00</i>
All Weather	<u>   </u> \$62.00	<u>2</u> \$35.00	<u>   </u> \$10.00	<i>\$70.00</i>
Other	<u>1</u> \$42.00	<u>   </u> \$20.00	<u>   </u> \$8.00	<i>\$42.00</i>

## Online Resources

Visit the following websites for more information about valuations, or making donations to charitable organizations.

- [www.itsdeductible.com](http://www.itsdeductible.com) - It's Deductible online value guide and tax tips
- [www.goodwilltulsa.org/valueguide.htm](http://www.goodwilltulsa.org/valueguide.htm) - Goodwill Industries online value guide
- [www.irs.gov](http://www.irs.gov) - The US IRS website (search IRS site for "donations" for a list of relevant topics)

## Local Resources

Please see the Reuse Resource chart inserted in this booklet or online at [www.sunnyvalerecycles.org](http://www.sunnyvalerecycles.org) for a substantial list of local reuse organizations willing to accept your donated items.

## Tip:

Make regular donations a part of your routine clean-up chores. Mark your calendar spring and fall with a donation date.



# SMaRT<sup>®</sup> Recycling Services

In preparing for your garage sale or rounding up your donations, you may find some items that you want to recycle but that are not collected at your home. If so, consider the SMaRT Station<sup>®</sup> drop-off center for those items.

## SMaRT Station Recycling Center

301 Carl Road, Sunnyvale

Open daily 8 a.m. - 5 p.m.

Closed January 1, Thanksgiving, December 25

For more information, contact the operator,  
GreenTeam/Zanker at (408) 752-8530.

## Recycling Drop-Off Center

Residents and businesses may drop off the following materials at no cost:

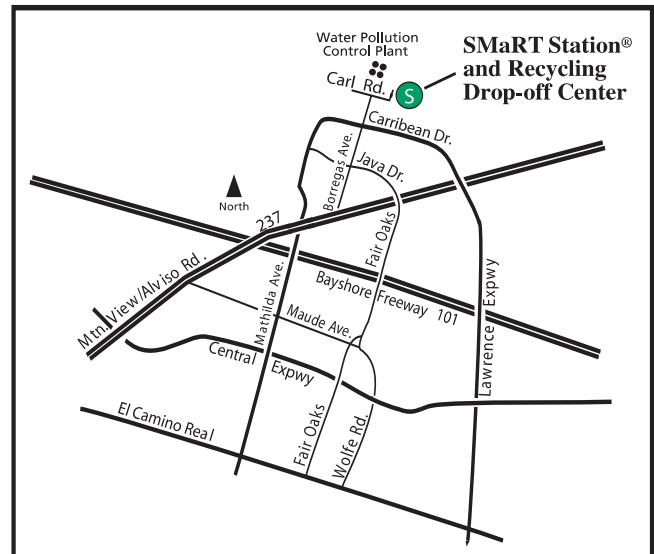
(Please separate items as listed below)

- Aluminum cans
- Tin, steel, metal food and beverage containers
- Corrugated cardboard
- Glass bottles and jars
- Newspapers and inserts
- Mixed paper including magazines, catalogs, junk mail, computer paper, office paper, brown kraft bags, cereal and other dry food boxes (please remove plastic liners), telephone books, paperback books, colored papers
- Plastic (#1) food and beverage containers
- Plastic (#2) food and beverage containers
- Mixed plastic (#3-#7) food and beverage containers
- Scrap metal including metal pots and pans, small metal appliances, metal can and jar lids
- Plastic bags including plastic grocery bags, dry cleaning bags, bread bags and dry produce bags, bubble wrap

## Services for Santa Clara County Residents

Santa Clara County residents may drop off the following items, known as “sharps” in specially marked bins. “Sharps” must be placed in durable plastic containers with a secure lid before being placed into the bins:

- Needles
- Syringes
- Lancets



## Materials Requiring Special Handling

The items listed below may be dropped off only by residents of Mountain View, Palo Alto and Sunnyvale:

- Rechargeable batteries
- Alkaline and other household batteries
- Automotive batteries
- Fluorescent light bulbs and tubes
- Used motor oil and oil filters
- Anti-freeze
- Electronic waste

## Beverage Container Redemption Center

Customers will be paid cash for beverage containers labeled with "California Redemption Value" or "CA Cash Refund."

## Materials Available at SMaRT Recycling Center:

**Processed Yard Trimmings:** Yard trimmings collected from curbside is processed and available for pick-up. This material can be used as mulch or compost.

**Z-Best Landscape Compost:** Finished compost is available to residents of Los Altos, Mountain View, Palo Alto and Sunnyvale.



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